

Integrating technologies, converging professions

By Pamela Snelson

American Society for Information Science's 56th Annual Meeting

Over 800 information professionals, educators, and librarians attended the 56th American Society for Information Science (ASIS) Annual Meeting in Columbus, Ohio, October 24–28. Having attended ASIS conferences for a half-dozen years now, I always come away energized and motivated to pursue research on library topics. For those unfamiliar with the annual ASIS meeting, it focuses on reports of current and in-progress research. In contrast, the association's spring mid-year meeting concentrates on specific topics such as navigating networks (1994) or electronic imaging (1993).

Under the theme of "Integrating Technologies, Converging Professions," 1993 conference attendees could choose from close to 100 program sessions. A few highlights:

In "Debating Different Approaches to Studying the Organization of Information" a panel of scholars discussed and contrasted points of view that lead to distinct styles of research and teaching. Ling Hwey Jeng (UCLA) advocated the traditional approach in which an understanding of information organization stems from an analysis of the information objects themselves. Donald Case (UCLA) argued from the cognitive paradigm which concentrates on the study of how people think as the best way to approach the organization of information. Nicholas Belkin (Rutgers University) sought to dismiss the other three paradigms and maintained that the best method for studying how information is to be organized is to observe how people interact with potential sources. The communication paradigm, championed by Brenda Dervin (Ohio State University), studies

information seeking and use by examining how people construct questions and create answers to these questions. This author remains convinced that any useful approach must emphasize some aspect of the user.

In "Online Primary Science Journals: An Experimental System and a Production System" the two projects discussed were the CORE project and the *Online Journal of Current Clinical Trials*. Researchers from Bellcore, Cornell University, and OCLC addressed preferences and usage patterns of chemists with both page-image and formatted ASCII-based representations of 20 American Chemical Society journals. Pat Morgan (American Association for the Advancement of Science) offered insights into the difficulties and opportunities of a purely electronic online journal.

In "Integrated Information Center" a group from the University of Minnesota reported on the implementation and evaluation of an integrated information center (IIC) at the university's Carlson School of Management and Humphrey Institute of Public Affairs. Organizational integration proved to be more challenging than functional and technical integration. A successful service, in this case current awareness, fostered integration of organizational units. In order to measure the impact of the IIC, researchers conducted a baseline evaluation of technology utilization. Results indicate that there are two dominant reasons for use: the fit between a task and a technology and the relative advantage of using the technology. Secondary reasons are social norms, cost, and availability. An unexpected finding was that research in a new area may be the "jolt" needed to move a scholar into a new technology.

In "Integrating Full-Text News Over a Campuswide Network" Karen Howell (Univer-

(Cont. on page 647)



PHONEDISC® TAKES THE LEGWORK OUT OF PHONE BOOKS.

The phone company's tip to "Let your fingers do the walking" works just fine when you're looking for someone in the same town. But this advice can get mighty frustrating when you're looking through hundreds of phone books for your Great Aunt Emma in Iowa. Or when your fingers are skipping across thousands of pages trying to find a business associate you lost track of after he relocated to some unknown state! Face it: Your fingertips were simply not meant for cross-country travel.

Fortunately, there is an alternative. DDA's **PhoneDisc® USA Residential** and **PhoneDisc® USA Business** CD-ROMs pack **80 million residential** names and addresses and **9.6 million business** listings in less room than your local directory! That's more listings than any other comparably priced telephone directory published on CD-ROM.

Imagine: The equivalent of several tons of printed residential and business phone books—weighing just ounces—at your beck and call.

PhoneDisc® is a lot easier to use than paper directories, too: Simply type in the person's name, and the powerful built-in search program will find his/her address and phone number instantly!



USA Residential

USA Business

PhoneDisc® USA Residential is a two-disc set (Eastern and Western United States) containing listed residential phone number in the country. If the person you are looking for is in a telephone directory—**PhoneDisc®** can help you. It is invaluable for locating people who have moved—like your former roommates, army buddies or (let's admit it) your old sweethearts. To save time, or eliminate duplicate names, you can limit your search to certain states, cities, zip codes or area codes.

PhoneDisc® USA Business lists large, medium, small and even tiny businesses. In addition to looking up a company by name, its reverse indexes allow you to search by business type, SIC code, street, address or phone number. Finding a supplier, starting a job search or checking

references was never easier.

PhoneDisc® USA Residential and **PhoneDisc® USA Business** are the most complete, accurate and economical telephone databases available today! And they'll stay that way, because they are updated quarterly.

Join the thousands of CD-ROM owners who have purchased **PhoneDisc®**. Call **Toll-Free** and order today! Only **\$99** for the each or **\$159** for both. You get full technical support, as well as an unconditional 30 day Money Back Guarantee.

If you need to search residential listings by more than last name, **PhoneDisc® Reverse** extends your search power! With **PhoneDisc® Reverse** you get the same high quality listings and powerful search software as **PhoneDisc® Residential** and **Business** plus reverse indexes for residences. Buy the entire U.S. on five discs for **\$349**. Buy one region on one disc for **\$129**.

DDA
PHONEDISC
CD-ROM

We Got Your Number.

Digital Directory Assistance, Inc.
5161 River Road Bldg. 6
Bethesda, MD 20816

PhoneDisc is a registered trademark of Digital Directory Assistance, Inc.

See your nearest **PhoneDisc®** dealer or call to order.

TO ORDER:
CALL TOLL-FREE **1-800-284-8353**

**“SIRS
Local Area
Network
is so easy
to install,
we did it
ourselves...**



*Sister Frederick Molitor and Sister Mary Karen
Nazareth Academy, La Grange Park, Illinois*

This was our first experience in networking* and our introduction to CD-ROM. SIRS had pre-installed all the software and everything was in place. We unpacked the boxes, plugged in the cables, turned on the system and it worked! Thank you SIRS.”

**The network included three 386SX (40MHz) user workstations, laser printer, file server computer and CD-ROM server computer with three external CD-ROM drives.*



Social Issues Resources Series, Inc.
P.O. Box 2348
Boca Raton, FL 33427-2348
Toll-free: 1-800-232-SIRS • Fax: 407-994-4704

19th- and 20th-century printing and binding processes in fine original condition. So many volumes have required rebinding, for example, that the richness of the original decorative art applied to bindings and printed endpapers is increasingly difficult to find and study. Therefore, less than fine copies must be scrutinized as possible transfer items. Dustjackets frequently contain important information (e.g., text, illustrative design, and price), and if they are still present on general collection copies they should generally be retained.

4. Bibliographical, research, or market value

The rarity and importance of individual books are not always self-evident. Some books, for example, were produced in circumstances which virtually guarantee their rarity (e.g., Confederate imprints). Factors affecting importance and rarity can include the following:

1. desirability to collectors and the antiquarian book trade;
2. intrinsic or extrinsic evidence of censorship or repression;
3. seminal nature or importance to a particular field of study or genre of literature;
4. restricted or limited publication;
5. the cost of acquisition.

Older reference works and early periodicals still needed for general use frequently become quite valuable and may require careful consideration for transfer, especially if facsimile or other reprint editions are available to replace them on the open shelves. In recent years, attention has been given to the need to protect valuable government documents. Reports of scientific discoveries and exploratory expeditions, documents with valuable maps or plates, ethnographic reports, and early documents of major historical significance are subject to theft, mutilation, or deterioration and may require transfer.

Selected reading

The development, definition, and updating of a transfer policy is a complex and ongoing process. It requires the exercise of imagination and good judgment, and profits from wide and informed reading. Although there is no literature dealing with transfer per se, the following books, selected from the large literature about books and book collecting, may provide special help to those charged with forming and reforming their library's policies.

Brook, G. L. *Books and Book Collecting*. London: Andre Deutsch, 1980.

Carter, John. *ABC for Book Collectors*. Sixth ed. rev. by Nicolas Barker. London: Granada Books, 1980.

———. *Taste and Technique in Book Collecting*. London: Private Libraries Assoc., 1982.

Cave, Roderick. *Rare Book Librarianship*. Second rev. ed. New York: R.R. Bowker, 1983.

Gaskell, Philip. *A New Introduction to Bibliography*. New York: Oxford University Press, 1972.

Peters, Jean, ed. *Book Collecting: A Modern Guide*. New York: R.R. Bowker, 1977.

———. *Collectible Books: Some New Paths*. New York: R.R. Bowker, 1979.

Schreyer, Alice D. *Rare Books, 1983-84*. New York: R.R. Bowker, 1984.

Streit, Samuel. "Transfer of Materials from General Stacks to Special Collections." *Collection Management* 7 (Summer 1985): 33-46.

Walsh, Jim, et al. *Rare and Valuable Government Documents: A Resource Packet on Identification, Preservation, and Security Issues for Government Documents Collections*. 1993. A packet of materials available from Depository Libraries. ■

(*Conference circuit cont. from page 638*)

sity of Southern California) described the process of adding value to a commercial news wire service and the usage patterns of the resulting full-text news. News from 211 topic areas is brought into the library system and reformed into seven databases along the lines of a print newspaper, e.g., general news, business, sports. Remote users account for one-half of all use; however, remote users read "recreational" databases such as sports and columns more than library readers. Another difference between library use and remote use occurs in the reading method; library use involves more searching, whereas remote users browse more.

Similar in format to the ACRL conferences, the ASIS conference interspersed four plenary sessions throughout the conference program. Particularly interesting was Lee Olsen's (IBM) presentation "Multimedia: Transforming the Way We Use Computers." Olsen gave a sophisticated multimedia presentation using text and image files stored on his personal computer. The liveliest part of the discussion that followed centered on the ability of multimedia to blur the distinction between archival images of actual events and subsequent recreations. ■